

Applicati n No: 09/497,773

In the Claims:

Please cancel claims 1-15, and add <sup>ok</sup> claims 24-41.

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Claims 1-15 (Canceled)

16. (Amended) A method of offering a plurality of interrelated products through a plurality of interrelated websites, the method comprising:

establishing a first website having a first website domain name, the first website domain name including a common name portion and a first product name portion, the first product name portion identifying a first product of the plurality of interrelated products offered for sale via the first website, the first product offered as part of a product family, the first website accessible via an electronic communications network;

establishing a second website having a second website domain name, the second website domain name including the common name portion and a second product name portion, the second product name portion identifying a second product of the plurality of interrelated products offered for sale via the second website wherein the second product is related to the first product, the second website separately accessible via the electronic communications network; and

creating a website direct link between the first website and the second website, such that a user visiting the first website can move to the second website by selecting the direct link; and

~~creating a central site, the central site to take electronic orders for the first product and the second product.~~

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17. (Amended) The method of claim 16, further comprising:

establishing a third website having a third website domain name, the third website domain name including the common name portion and a third product name portion, the third product name portion identifying a third product of the plurality of interrelated products offered for sale via the third website wherein the third product is related to the first product and is related to the second product, the third website is separately accessible via the electronic communications network; and

wherein the first website includes the direct link to the second website and includes a second direct link to the third website, the second website includes a third direct link to the first website and fourth direct link to the third website, and the third website includes a fifth direct link to the first website and a sixth direct link to the second website.

18. (Amended) The method of claim 16, wherein the a central site processes payments, verifies credit cards, confirms product orders, and queries visitors to the first website and to the second website.

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19. (Amended) A method of offering a plurality of interrelated products through a plurality of interrelated websites, the method comprising:

establishing a first website having a first website domain name, the first website domain name including a common name portion and a first product name portion, the first product name portion describing a first product of the plurality of interrelated products offered for sale via the first website, the first website accessible via an electronic communications network;

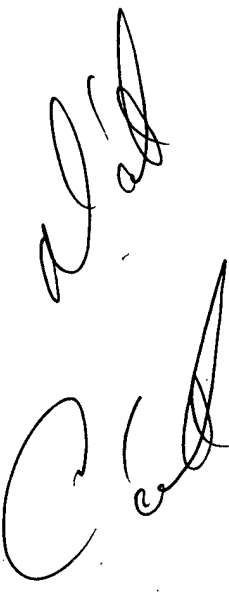
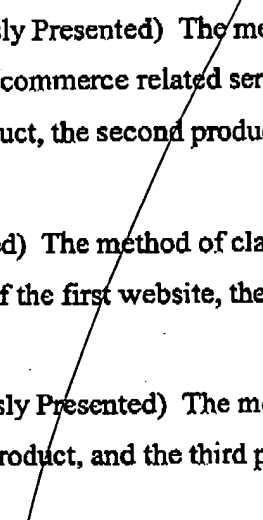
establishing a second website having a second website domain name, the second website domain name including the common name portion and a second product name portion, the second product name portion describing a second product of the plurality of interrelated products offered for sale via the second website wherein the second product is related to the first product, the second website separately accessible via the electronic communications network;

establishing a third website having a third website domain name, the third website domain name including the common name portion and a third product name portion, the third product name portion describing a third product of the plurality of interrelated products offered for sale via the third website wherein the third product is related to the first product and is related to the second product, and wherein the third website is separately accessible via the electronic communications network; and

wherein the first website includes a direct link to the second website and includes a second direct link to the third website, the second website includes a third direct link to the first website and a fourth direct link to the third website, and the third website includes a fifth direct link to the first website and a sixth direct link to the second website; and

~~creating a central site to perform at least one common commerce related service task for the first website, the second website, and the third website.~~

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20. (Previously Presented) The method of claim 19, wherein the at least one common commerce related service task includes taking electronic orders for the first product, the second product, and the third product.
21. (Amended) The method of claim 19, wherein ~~the~~ a central site includes a hotlink to each of the first website, the second website, and the third website.
22. (Previously Presented) The method of claim 19, wherein the first product, the second product, and the third product are interrelated products offered by a vendor.

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23. (Amended) A method of offering a plurality of interrelated services through a plurality of interrelated websites, the method comprising:

establishing a first website having a first website domain name, the first website domain name including a common name portion and a first service name portion, the first service name portion describing a first service of the plurality of interrelated services identified via the first website, the first website accessible via an electronic communications network;

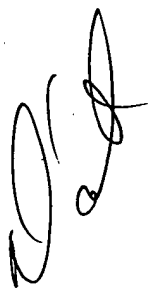
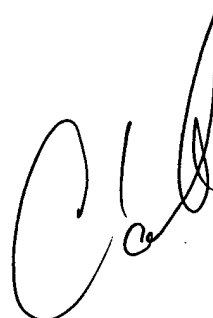

establishing a second website having a second website domain name, the second website domain name including the common name portion and a second service name portion, the second service name portion describing a second service of the plurality of interrelated services identified via the second website wherein the second service is related to the first service, the second website separately accessible via the electronic communications network;

establishing a third website having a third website domain name, the third website domain name including the common name portion and a third service name portion, the third service name portion describing a third service of the plurality of interrelated services wherein the third service is related to the first service and is related to the second service, and wherein the third website is separately accessible via the electronic communications network; and

wherein the first website includes a direct link to the second website and includes a second direct link to the third website, the second website includes a third direct link to the first website and a fourth direct link to the third website, and the third website includes a fifth direct link to the first website and a sixth direct link to the second website; and

~~creating a central site to perform at least one common service task for the first website, the second website, and the third website.~~

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24. (Amended) The method of claim 16, wherein the first website, the second website, and a central site are associated with restaurant equipment.
25. (Amended) The method of claim 16, wherein the first website, the second website, and a central site are interrelated electronic vendor sites.
26. (Previously Presented) The method of claim 16, wherein the first website and second website are associated with a vendor and wherein the vendor is more easily identifiable.
27. (Previously Presented) The method of claim 16, wherein the first website and second website are associated with a vendor and wherein the vendor is more easily locatable.
28. (Previously Presented) The method of claim 16, wherein the first website and second website are associated with a vendor and wherein the vendor has a greater likelihood that a potential customer will locate the vendor via an electronic communications network.
29. (Amended) The method of claim 19, wherein the first website, the second website, the third website and a central site are associated with restaurant equipment.
30. (Amended) The method of claim 19, wherein the first website, the second website, the third website and a central site are interrelated electronic vendor sites.

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31. (Previously Presented) The method of claim 19, wherein the first website, second website and third website are associated with a vendor and the vendor is more easily identifiable.
32. (Previously Presented) The method of claim 19, wherein the first website, second website and third website are associated with a vendor and the vendor is more easily locatable.
33. (Previously Presented) The method of claim 19, wherein the first website, second website and third website are associated with a vendor and the vendor has a greater likelihood that a potential customer will locate the vendor via an electronic communications network.
34. (Previously Presented) The method of claim 23, wherein the at least one common service task includes taking electronic orders for the first product, the second product, and the third product.
35. (Amended) The method of claim 23, wherein ~~the~~ a central site includes a hotlink to each of the first website, the second website, and the third website.
36. (Previously Presented) The method of claim 23, wherein the first service, the second service, and the third service are interrelated products offered by a vendor.
37. (Amended) The method of claim 23, wherein the first website, the second website, the third website and a central site are associated with restaurant equipment.

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38. (Amended) The method of claim 23, wherein the first website, the second website, the third website and a central site are interrelated electronic vendor sites.
39. (Previously Presented) The method of claim 23, wherein the first website, second website and third website are associated with a vendor and the vendor is more easily identifiable.
40. (Previously Presented) The method of claim 23, wherein the first website, second website and third website are associated with a vendor and the vendor is more easily locatable.
41. (Previously Presented) The method of claim 23, wherein the first website, second website and third website are associated with a vendor and the vendor has a greater likelihood that a potential customer will locate the vendor via an electronic communications network.
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